

# AnyTimeFood

Vicky Gupta

# Restaurant Concept

## Restaurant Name & URL

*AnyTimeFood*  
*anytimefood.com*

## Food & drink

*Food –*

- ✓ *Pav Bhaji*
- ✓ *Dosa*
- ✓ *Misal Pav*
- ✓ *Dahi Puri*

*Drink –*

- ✓ *Soft / Cold Drink*
- ✓ *Fruit Juice*
- ✓ *Soda*

## Location

*Country – India*  
*City – Mumbai*  
*Neighborhood - Ghatkopar*

## Main target audience

- ✓ Kids (ages 12–16) whose parents work late.

## Cost

*Affordable.*

- ✓ *Morning –*
  - *Food Price – 100 rupees to 700 rupees.*
  - *Drink Price – 20 rupees to 120 rupees.*
- ✓ *Noon & Evening–*
  - *Food Price – 200 rupees to 1000 rupees.*
  - *Drink Price – 30 rupees to 220 rupees.*
- ✓ *Night –*
  - *Food Price – 50 rupees to 1500 rupees.*
  - *Drink Price – 10 rupees to 300 rupees.*

## Elevator pitch

*Neither less nor more price. We bring the best and delicious food for those all kids as well as teenagers. Your tummy will be satisfied but not your hunger.*

# Strategy

## Target Audience

The website/app will focus on the following target audiences:

**Roles** (groups of people with similar goals)

- ✓ **Late-night studier**
- ✓ **Foodie**
- ✓ **Junk Food Lovers**

### Demographics

- **Gender** – All
- **Education** – School and College Students
- **Occupations** – Unemployed, Part-Time worker.
- **Age** – 12-28 years old
- **Location** – Urban
- **Marital Status** – Single
- **Income** – Enough

**Psychographics** (personality, values, attitudes, interests, lifestyles)

### • **Personality & Attitudes:**

- ✓ **Smart Worker**
- ✓ **Epicure**
- ✓ **Sleepy**
- ✓ **Lazy**
- ✓ **Well-being**

### • **Values:**

- ✓ **Straight-forward**
- ✓ **Sharp Knowledge**
- ✓ **Loyalty**
- ✓ **Openness**
- ✓ **Respect**

### • **Lifestyles/Interests:**

- ✓ **Smart**
- ✓ **Studious**
- ✓ **Love**
- ✓ **Non-smoking**
- ✓ **Non-drinking**

# Strategy

## User Needs

The website needs to enable the user to:

- ✓ *Find out if the restaurant delivers to their area*
- ✓ *Order food online*
- ✓ Find out nearby best and high rated restaurants
- ✓ Online Payment Mode or Cash on Delivery Mode
- ✓ On Time delivery

## Client Needs

The website needs to enable the client to:

- ✓ *To sell food online that will be delivered*
- ✓ *Provide a system for order customization*
- ✓ Trace whether all foods are delivered on time or not
- ✓ Deliver food as same as it was packed
- ✓ A satisfied and permanent customer

# Outline of Scope

## Content Requirements

Content (text, images, video) that the user will need.

*"The user will be looking for..."*

- ✓ Special Items
- ✓ Opening and Closing Times
- ✓ Ratings from other customers
- ✓ About Us
- ✓ Food Menu with all details

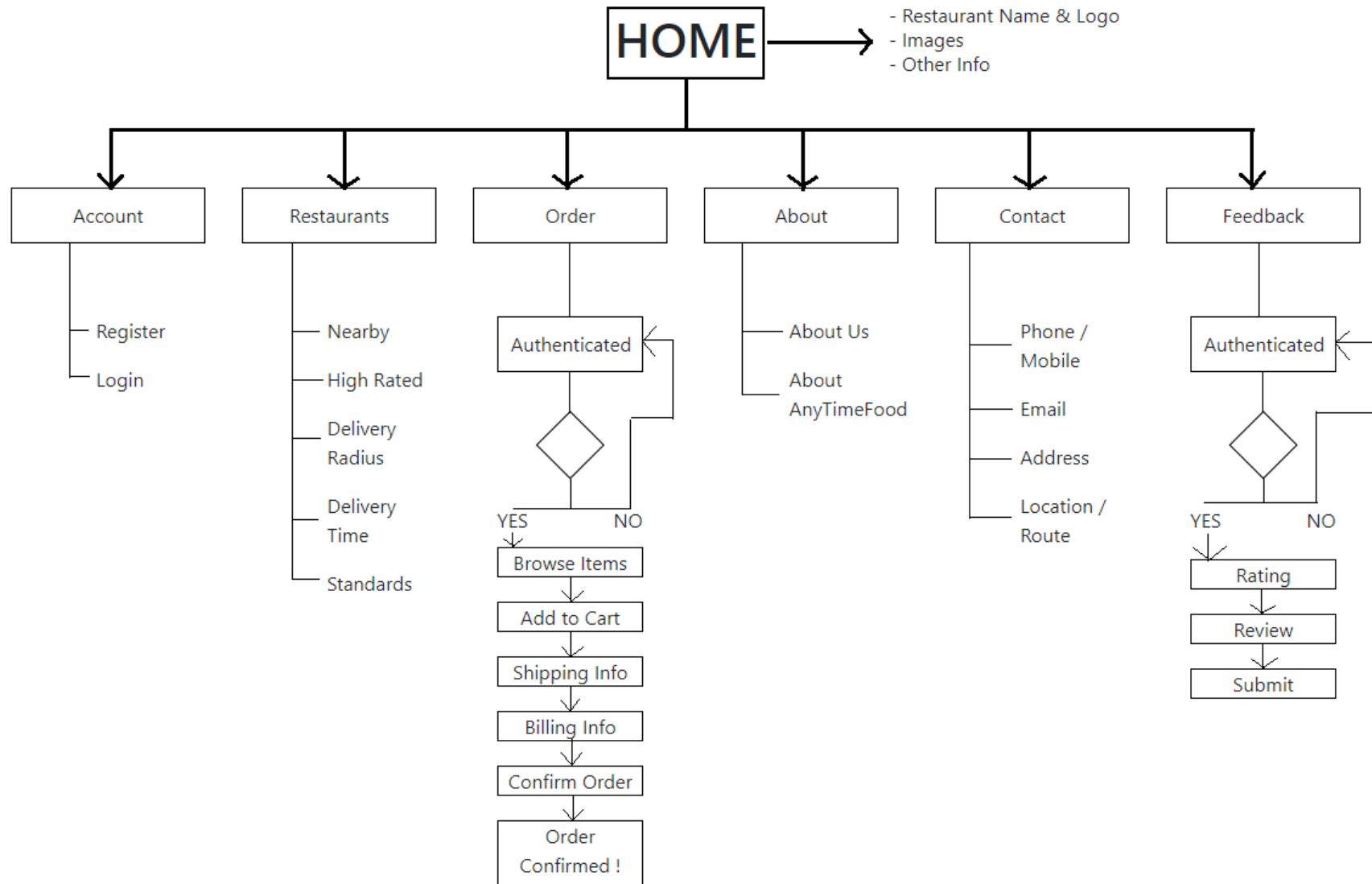
## Functionality Requirements

Systems that will allow the user accomplish tasks.

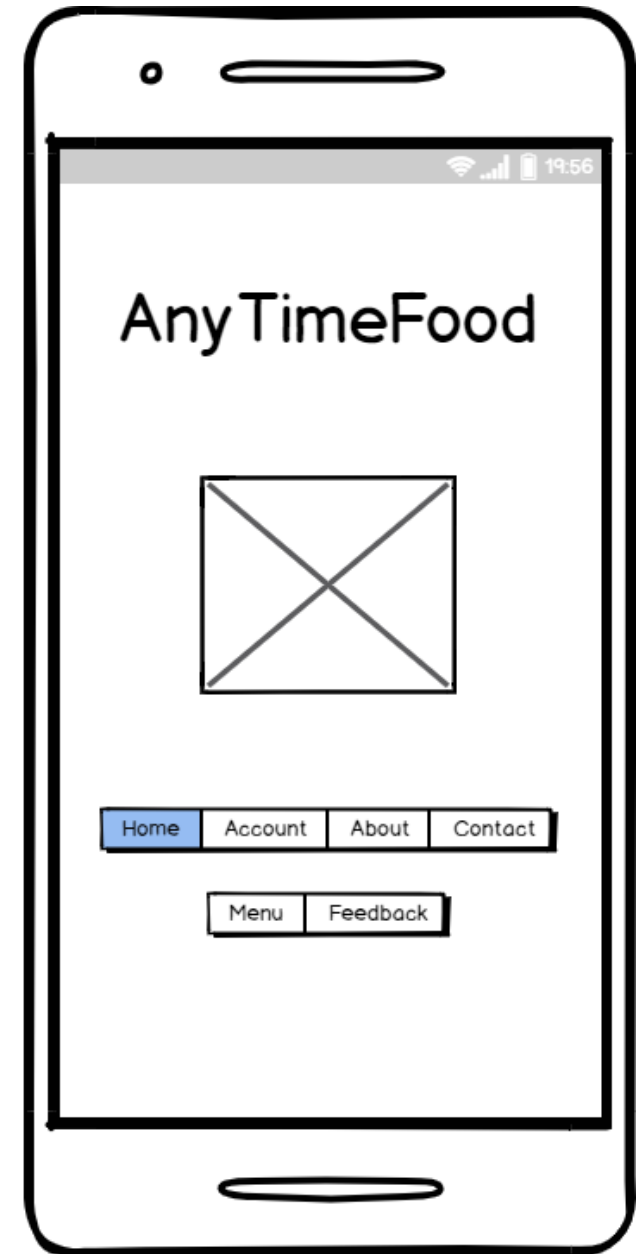
*"The user will be able to..."*

- ✓ Register and Login
- ✓ Order customized breakfast / meal / dinner
- ✓ Trace Updated order status while delivery
- ✓ Online Payment Modes
- ✓ Rate Delivery Process

# Sitemap



## Wireframes – Mobile Version



## Ordering Process – Registration

AnyTimeFood

Home Account About Contact

Menu Feedback

Register

Email

Password

Create Account

[Already registered? Login Here](#)



Order-Login

AnyTimeFood

Home Account About Contact

Menu Feedback

Login

Email

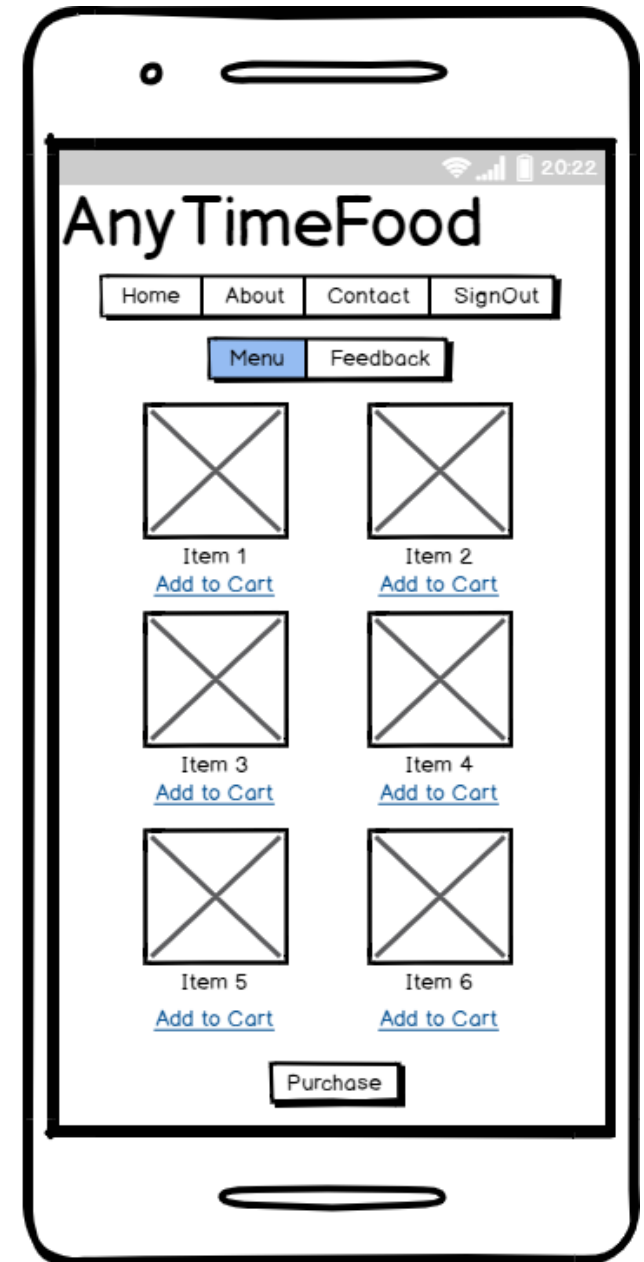
Password

Start

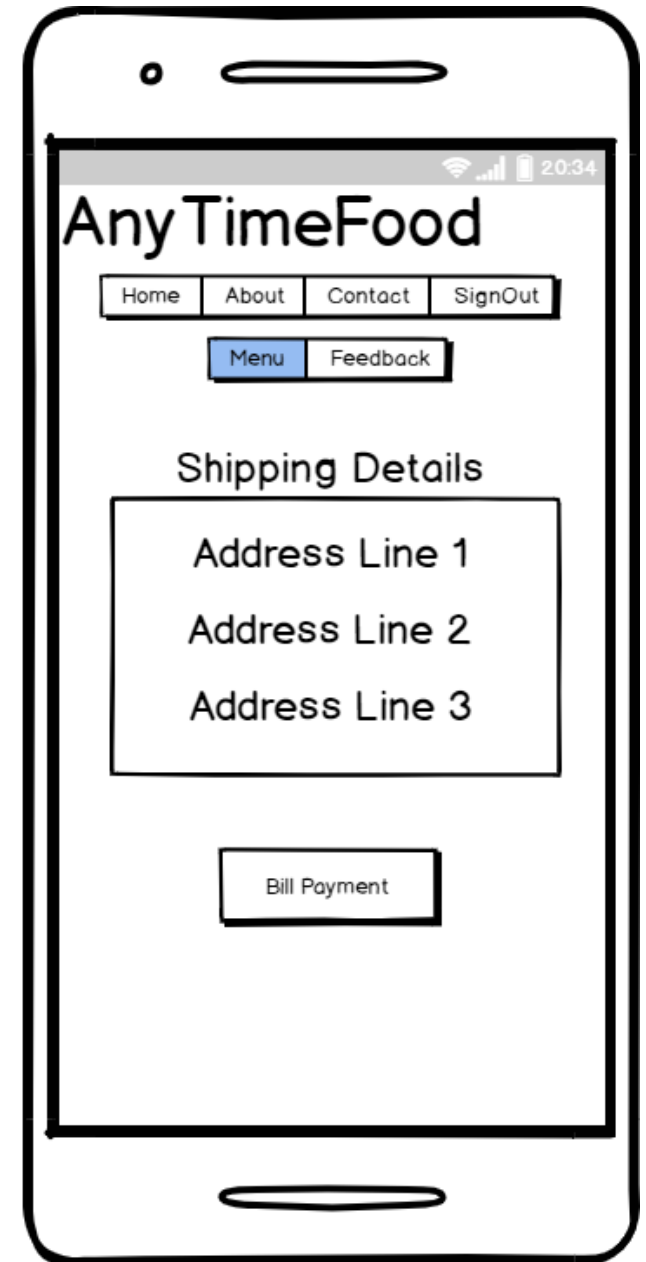
[Not yet Registered? Register Here!](#)

AnyTimeFood

## Order-Menu



Order-ShippingInfo



AnyTimeFood

Order-BillingInfo

The image shows a mobile application interface for 'AnyTimeFood'. At the top, there is a status bar with a Wi-Fi icon, signal strength bars, and the time 20:39. Below the status bar is the app title 'AnyTimeFood'. Underneath the title is a navigation bar with four buttons: 'Home', 'About', 'Contact', and 'SignOut'. Below the navigation bar is another set of buttons: 'Menu' (highlighted in blue) and 'Feedback'. The main content area is titled 'Billing Details'. Below this title is a container with three input fields labeled 'Input 1', 'Input 2', and 'Input 3'. At the bottom of the container is a 'Confirm Order' button. The entire interface is framed by a thick black border representing the phone's screen.

AnyTimeFood

Home About Contact SignOut

Menu Feedback

Billing Details

Input 1

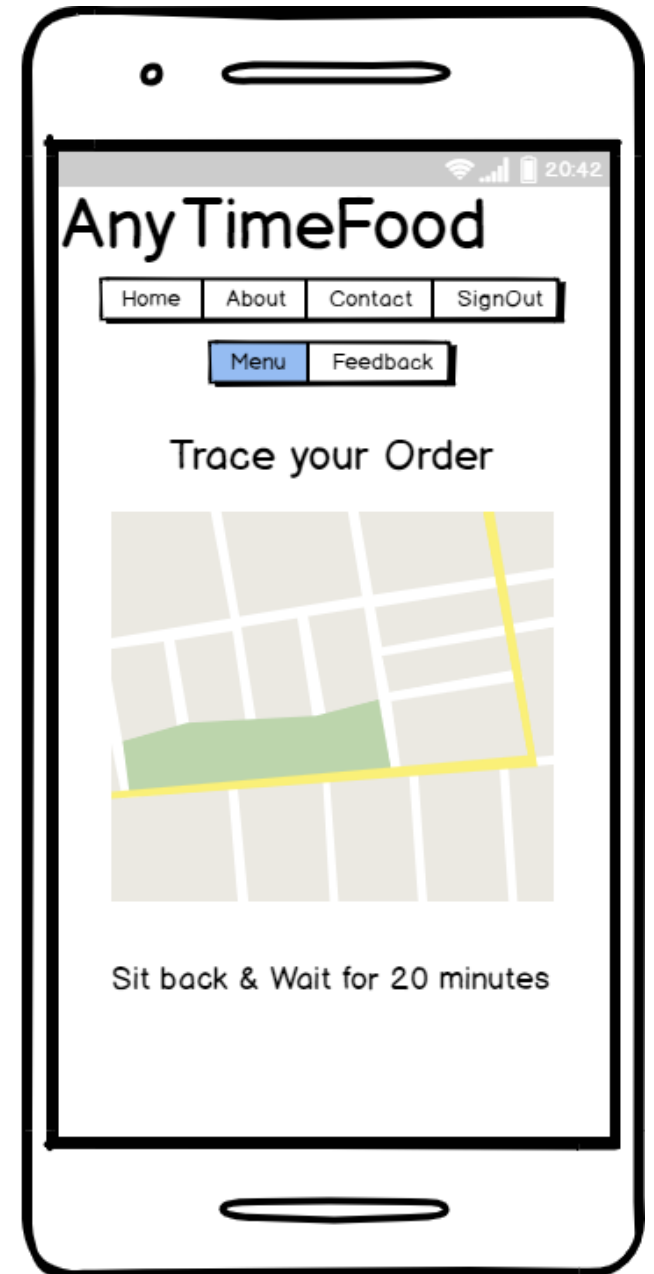
Input 2

Input 3

Confirm Order

AnyTimeFood

Order-Confirmed



AnyTimeFood

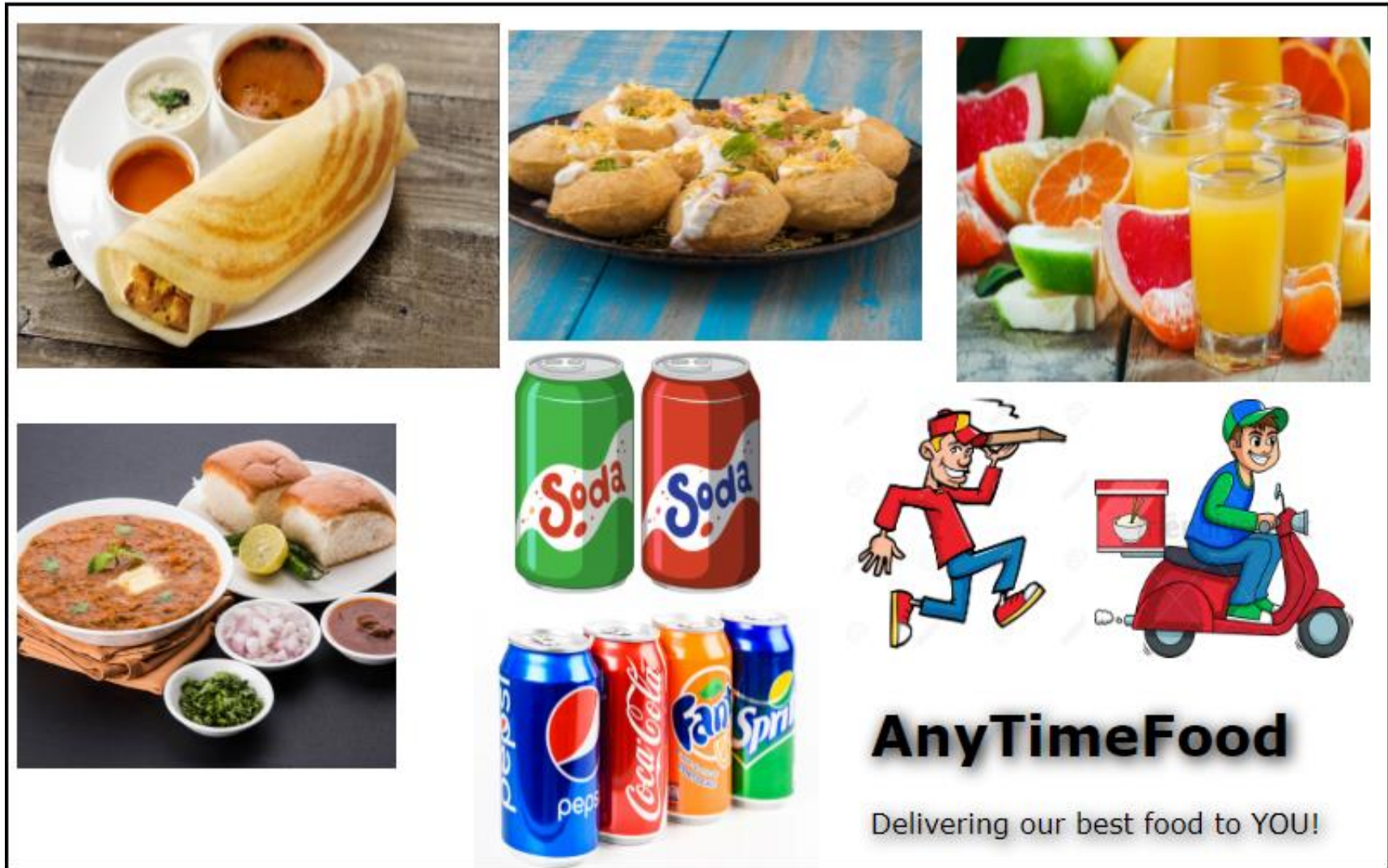
## Additional Page – Contact



Homepage wireframe for desktop layout

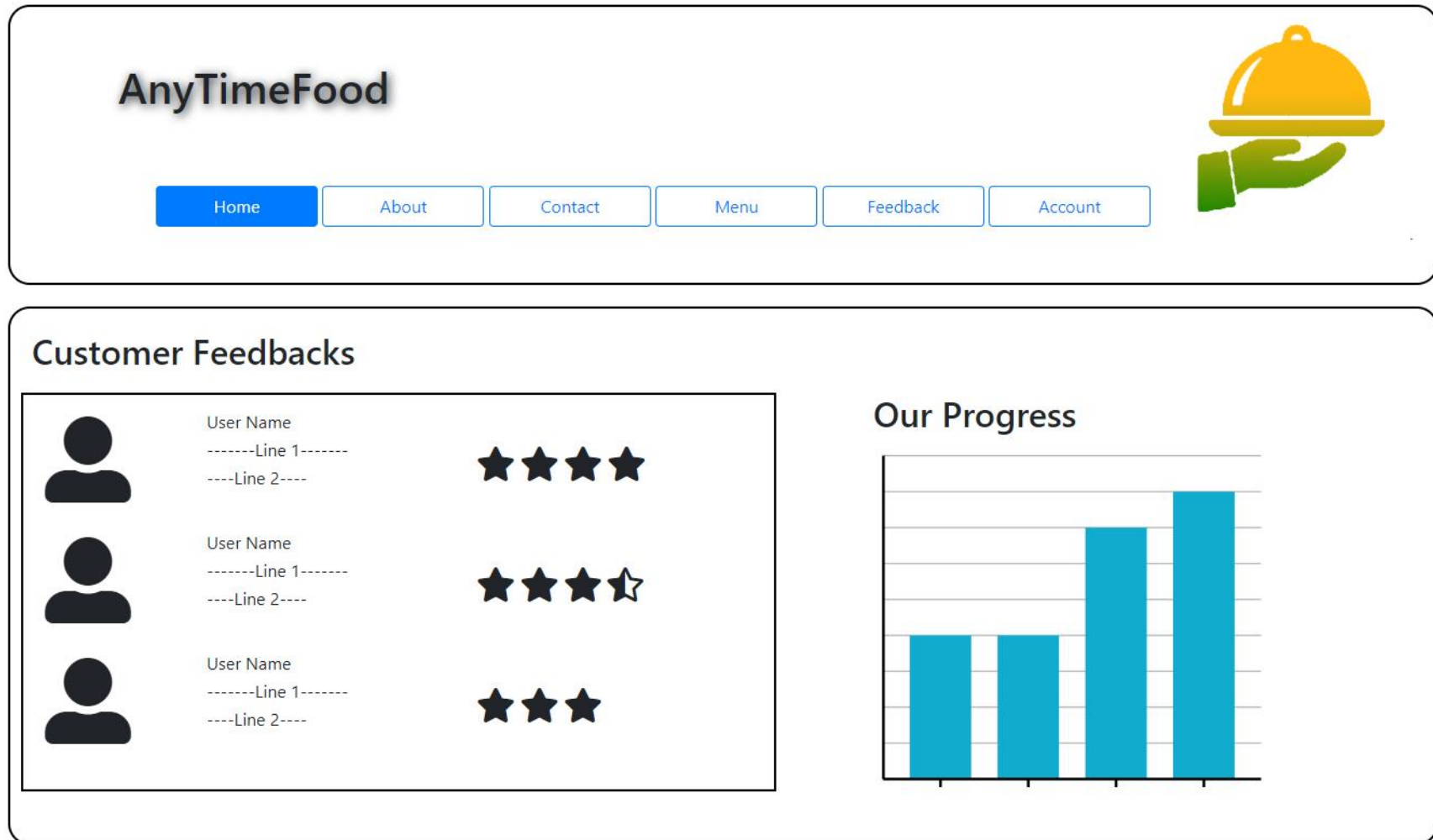


## Moodboard

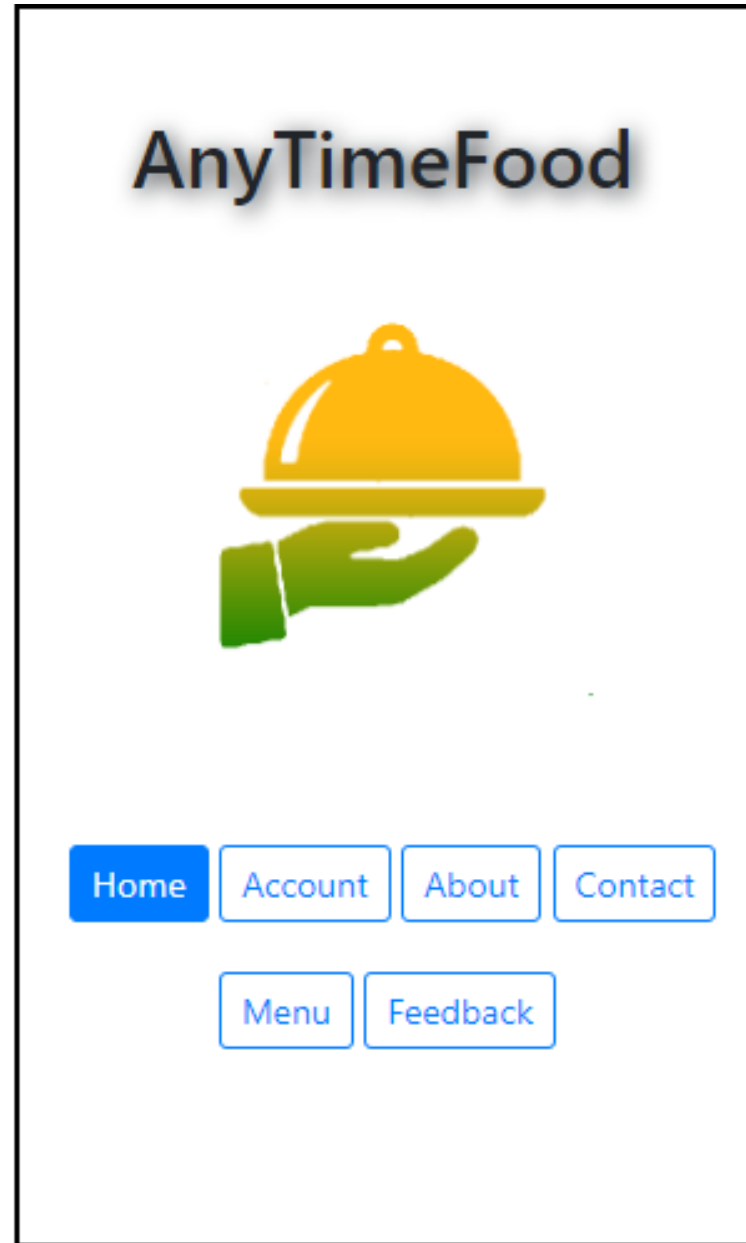




## Visual Mockup Desktop Homepage

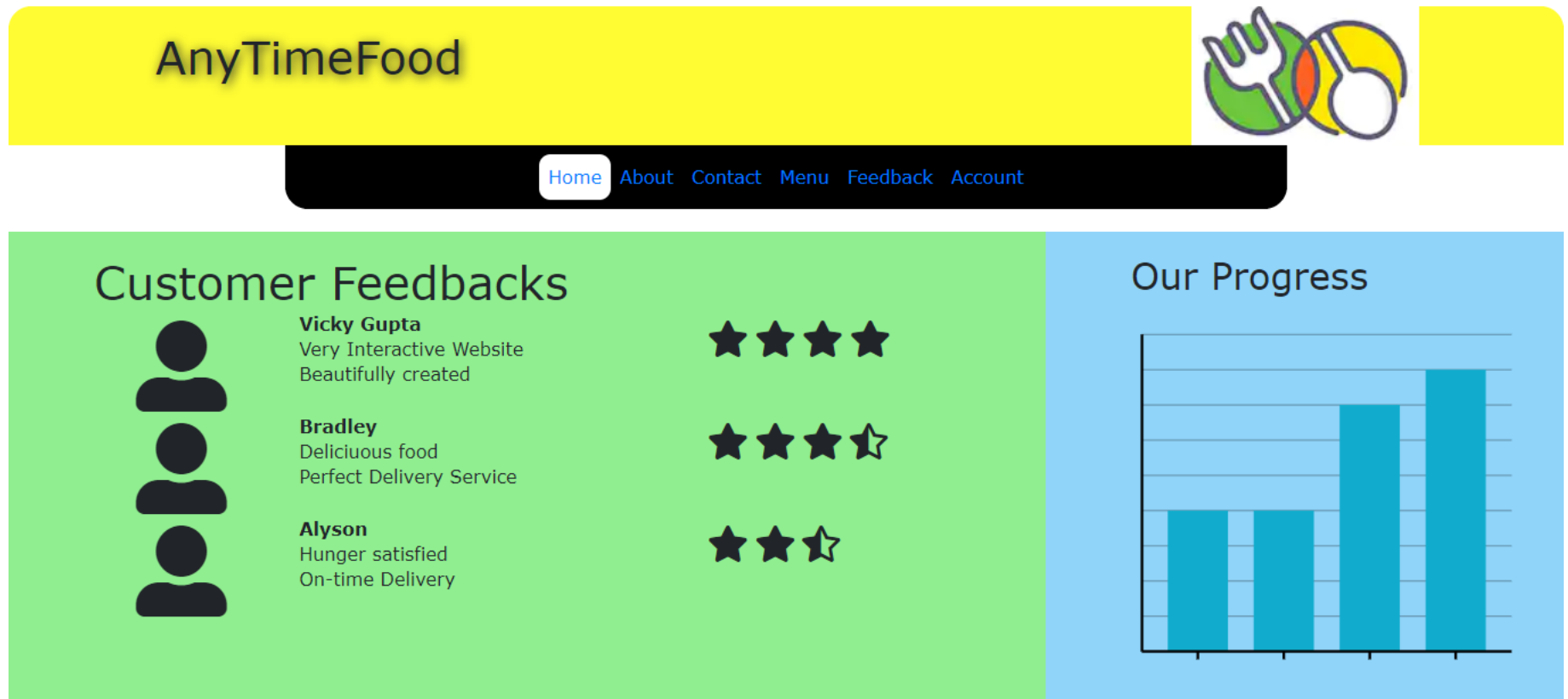


## Visual Mockup Mobile Homepage



# Week 3 – Visual Mockups : Full Set

## Homepage



## Ordering Process – Registration

AnyTimeFood



[Home](#) [About](#) [Contact](#) [Menu](#) [Feedback](#) [Account](#)

### Create Account

Email address

We'll never share your email with anyone else.

Password

[Register](#)

Already have an account?

[Login](#)

## Ordering Process – Login

AnyTimeFood



[Home](#) [About](#) [Contact](#) [Menu](#) [Feedback](#) [Account](#)

### Order Food

Email address

Password


Login

Not yet registered?

[Register Now](#)


## Ordering Process – Browsing Items from Menu

# AnyTimeFood




[Home](#) [About](#) [Contact](#) [Menu](#) [Feedback](#) [LogOut](#)

### Browse Items




Pav Bhaji

[Add to Cart](#)




Dosa

[Add to Cart](#)




Soda

[Add to Cart](#)




Dahi Puri

[Add to Cart](#)



Fruit Juice

[Add to Cart](#)



Misal Pav

[Add to Cart](#)

[Order](#)

## Ordering Process – Address Details

AnyTimeFood



[Home](#) [About](#) [Contact](#) [Menu](#) [Feedback](#) [LogOut](#)

### Address Details

Address Line 1

Address Line 2

Address Line 3

[Back](#)

[Next](#)



## Ordering Process – Billing Details

AnyTimeFood



[Home](#) [About](#) [Contact](#) [Menu](#) [Feedback](#) [LogOut](#)

### Billing Details

Credit Card Number

Expiry Date

dd-mm-yyyy

CW

[Back](#)

[Confirm Order](#)

## Ordering Process – Order Confirmation

AnyTimeFood



[Home](#) [About](#) [Contact](#) [Menu](#) [Feedback](#) [LogOut](#)

### Your Current Order Details



At your location in just 16 minutes

## Additional Page – Feedback Form

AnyTimeFood



[Home](#) [About](#) [Contact](#) [Menu](#) [Feedback](#) [LogOut](#)

### Submit a Feedback / Review

Title

Description

Ratings



Submit